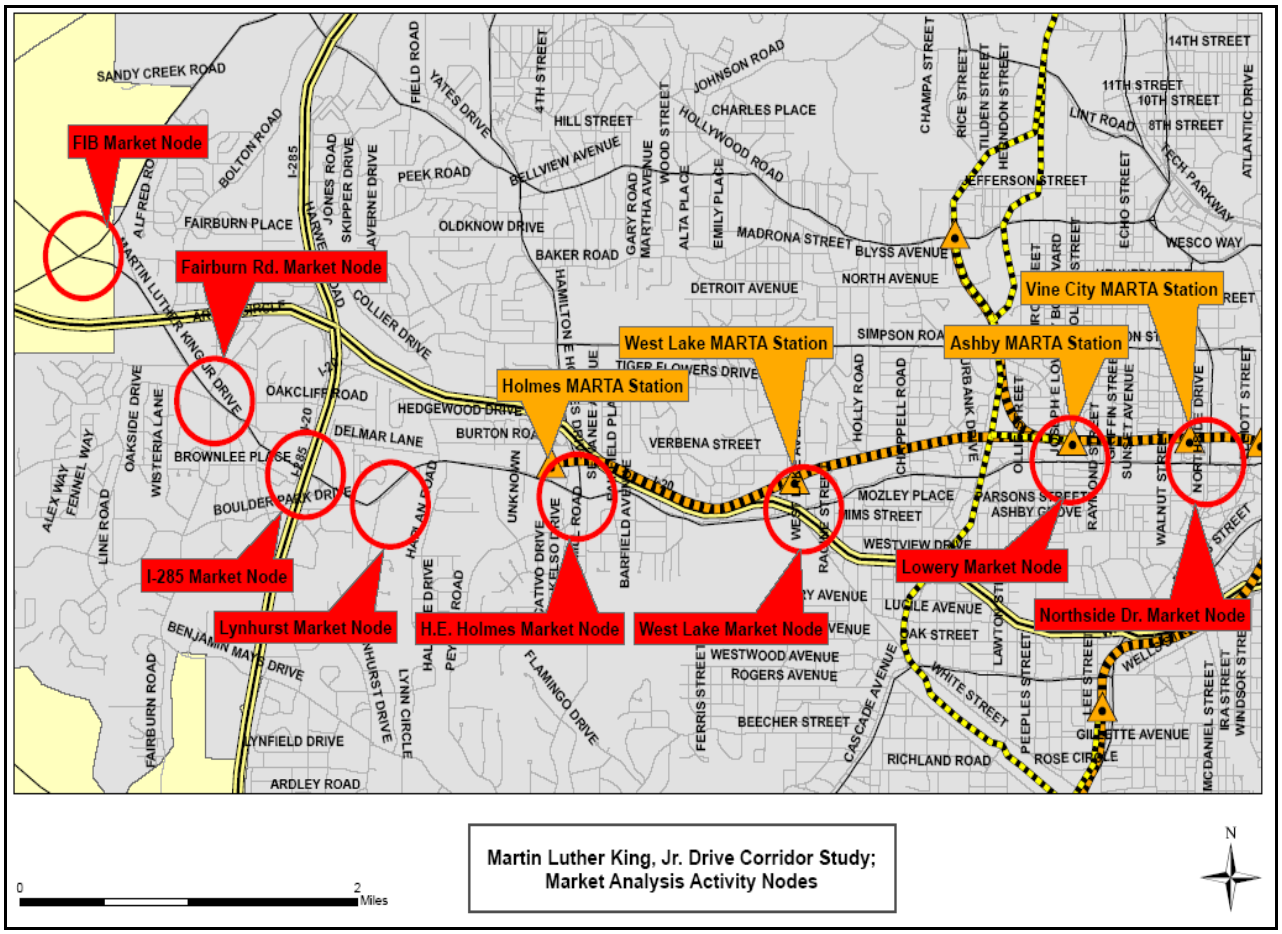

Martin Luther King Jr. Drive
Corridor Transportation Study
EDUCATION
NEIGHBORHOOD
COMMERCE

Market Analysis

Retail Profile

This section provides estimates of market support for retail uses along the MLK Jr. Drive Corridor study area by each identified node and by the study area as appropriate. The analysis based its approach on the same factors that developers and businesses use when they make location decisions. The analysis included drive time estimates, traffic counts, geographic and man-made boundaries, and the location of existing retail and business centers. Figure 5-19 below maps the boundaries by node established for the market analysis with each node and boundary identified. For the existing conditions profile, comparisons of the corridor, nodes, the City of Atlanta, and the Atlanta Metropolitan Statistical Area are made as appropriate.

Figure 5-19: Market Analysis Activity Nodes



The socioeconomic profile along the Corridor reveals a significant variation across the defined marketing analysis evaluation factors. Perhaps best described as pockets or spikes, there are well rooted neighborhoods located along the corridor, particularly located in the westward areas of the corridor. While not a surprise to people familiar with the area or who live nearby, it is a worthwhile finding in terms of a marketing perspective. These pockets have average and median housing

values near or above those for the City of Atlanta with above average incomes which translates into higher amounts of disposable income or effective buying power. Yet one of the biggest problems is that these residents must leave the area in order to find the types of goods and services, entertainment, and sit down restaurants they desire.

With similar perspective, if residents must leave the area to meet their living needs, then it can also be said that there is not much incentive for non-residents to come to the area. There are few quality and well-maintained entertainment and cultural venues to attract people to the area. This is further exasperated by a perceived lack of a safe, community atmosphere. As outlined in the Existing Conditions report, there are few sidewalks or pedestrian-friendly places, which are well-established factors for attracting retail and commercial activity to an area, along the corridor.

Based on consumer spending patterns, effective buying income amounts, and other demographics, there is a large retail trade potential for automotive dealers, eating and drinking places, good store, and general merchandise retailers, including the potential for big box and other national retailers. The corridor has a potential for additional retail at activity nodes, as shown below in Figure 5-20. The details of this analysis are available in the appendix of this report. The analysis also provides the retail trade potential by store category for each activity node, in addition to other specified areas. For example, the study shows that the Fairburn Road area is currently underserved. The area's demographics could support more retail that currently available to residents. The area also benefits from an effective buying income that would suggest it could support more retail and services.

Figure 5-20: Potential Supportable Retail Space

Annual Expenditures	Potential Sales Volume		Potential Supportable Space (sq. ft.)	
	2004	2009	2004	2009
Fairburn Road	$217,426,048	$267,660,495	2,952,462	3,645,651
Fulton Industrial Boulevard	$1,870,315,104	$2,405,179,007	2,952,462	3,645,651
H. E. Holmes MARTA Station	$92,695,588	$113,884,360	2,929,486	3,606,062
West Lake MARTA Station	$117,560,277	$146,162,940	2,893,550	3,559,936
Vine City MARTA Station	$152,772,724	$196,121,487	2,867,342	3,526,961
Ashby MARTA Station	$152,772,724	$196,121,487	2,867,342	3,526,961
Interstate 285	$217,629,440	$266,682,842	2,864,750	3,524,134
Interstate 20	$544,864,620	$665,790,397	2,864,750	3,524,134
Lynhurst Road	$161,397,912	$200,689,646	2,773,340	3,423,522
Northside Drive	$545,953,511	$857,819,592	2,767,742	3,417,582
Lowery Street	$632,593,737	$793,523,700	2,758,909	3,408,388

Data Source: Claritas

In addition to residential buying power, retailers of the study area benefit from high volumes of pass–through traffic with an annualized average daily traffic count of over 110,000 at major intersections and interchanges. Interstate interchanges at Interstate 20 and Interstate 285 provide great potential to capture buying power from large numbers of non-residents. In comparison, the daily annualized average traffic count along Cascade Road near the Interstate 285 interchange is

38,043 and is fully developed with full service restaurants and hotels. As a general rule, big box stores such as Wal-Mart or Target will require a minimum of 15,000 drive-by vehicles per day. For small box stores (smaller retailers like a convenience store) will require a minimum of 25,000 drive-by vehicles per day. Small box stores have higher vehicle counts due to higher levels of competition.

During the 2002 H.E. Holmes LCI Study, a market analysis for that project determined that the market around the H.E. Holmes MARTA Station (Florida Avenue west to Lynhurst) could absorb an additional 62,663 square feet of retail space. The study expected much of the existing retail building stock to be replaced. Including the square footage replacing existing square footage, the study said the area could absorb 235,939 square feet of retail between 2002 and 2012. Much of this is due to the fact that the area already acts as a hub or retail for the corridor. The study expected that it would become a more substantial hub with the addition of the anticipated new households.

A recent study commissioned by the Atlanta Development Authority, *Comparative Analysis of Redevelopment Incentive Tools*, recommended using Urban Enterprise Zones at activity nodes along the MLK Jr. Drive corridor to spur development. The ADA study recommended using UEZs at the following locations along corridor (timing of UEZ recommendation shown in parenthesis):

- West Lake MARTA Station (mid-term opportunities)
- H.E. Holmes MARTA Station (near-term opportunities)
- Lynhurst Drive (long-term opportunities)
- Interstate 285 (long-term opportunities)
- Fairburn Road (mid-term opportunities)
- Interstate 20 (Adamsville) (mid-term opportunities)

For the near -term opportunities, the study determined square footage of office, retail, multi-family, townhouse and distribution/warehouse for 2010, 2015 and 2020. For mid-term, it only prepared square footage for 2015 and 2020. The study did not prepare data for long-term opportunities. The study expects up to 10,000 square feet of office, 20,000 square feet of retail and 85,000 square feet of distribution warehouse at the H.E. Holmes MARTA station node in 2020. The appendix includes the full details of this study in addition to the data for the mid-term opportunities.

Residential Profile

The study area contains many different housing mixes. The University area includes student dormitories, apartments, and residential housing such as the Booker T. Washington neighborhood and older housing around the Ashby MARTA station. Further west, there are many long-established and stable neighborhoods such as Hunter Hill and Mozley Park. There are several older apartment complexes located on the north side of MLK Jr. Drive, across from the Westview Cemetery. Figure 5-21 below provides a breakdown of household size according to rental and owner occupied percentages for 2000. The total number of households for 2000 was 22,261, of which 59.5% was renter occupied units and 39.5% was owner occupied units.

Figure 5-21: 2000 Housing Owner and Rental Occupied

Household Size	Owner Occupied	Percent	Renter Occupied	Percent	Total
1	2,577	28.62%	4,297	32.42%	6,874
2	2,837	31.51%	3,250	24.52%	6,087
3	1,452	16.13%	2,297	17.33%	3,749
4	1,161	12.89%	1,522	11.48%	2,683
5	496	5.51%	1,048	7.91%	1,544
6	175	1.94%	441	3.33%	616
7+	306	3.40%	401	3.03%	707
Total	**9,004**	**100%**	**13,256**	**100%**	**22,261**

Data Source: Census

Figure 5-22 details housing net worth and value by identified node for the marketing analysis. Specifically, it is useful to compare the average net worth and median net worth of all owner occupied housing by node, which is estimated for 2004 and projected for 2009.

Figure 5-22: Housing Net Worth and Value by Node

Node	Average Net Worth		Median Net Worth		Median Housing Value		
	2004 Estimate	2009 Projection	2004 Estimate	2009 Projection	2000 Census	2004 Estimate	2009 Projection
Vine City MARTA Station	$49,987	$57,815	$18,154	$19,232	$69,041	$92,407	$109,223
Ashby MARTA Station	$138,474	$151,476	$41,231	$46,429	$62,564	$77,778	$91,091
H.E. Holmes MARTA Station	$155,774	$169,856	$37,626	$44,730	$77,642	$96,629	$111,559
West Lake MARTA Station	$159,844	$178,097	$60,045	$69,104	$74,837	$96,913	$115,520
Northside Drive	$51,196	$59,444	$18,054	$19,136	$71,156	$95,467	$120,000
Lowery Street	$75,361	$81,628	$20,280	$21,198	$63,543	$80,116	$93,427
I-20	$139,717	$155,063	$37,659	$44,065	$72,216	$92,738	$109,435
Lynhurst Drive	$122,636	$134,384	$22,687	$24,041	$89,752	$116,903	$126,633
I-285	$118,934	$132,577	$23,415	$24,791	$82,248	$102,957	$116,590
Fairburn Road	$114,744	$130,099	$24,226	$28,831	$77,992	$95,359	$107,464
Fulton Industrial Boulevard	$155,030	$172,047	$40,601	$49,090	$86,410	$108,755	$121,289
City of Atlanta	$167,269	$186,876	$41,635	$52,335	$144,185	$180,352	$206,488
Atlanta MSA	$223,252	$251,984	$110,588	$140,305	$133,385	$162,468	$185,158

Data Source: Claritas

The average and median net worth among the nodes range significantly in the study area in the Vine City MARTA Station node and the Northside Drive node have the lowest estimated average and median net worth of housing in the study area, as shown in the above table. Moving westward in the study area along the corridor to the West Lake MARTA Station node, the H.E. Holmes MARTA Station node, and the Interstate 20 node, the average and median net worth of housing significantly increases reflecting the established and stable residential housing in the area. It is noteworthy that several of the defined nodes have an estimated net worth value not far below that

of the average for the City of Atlanta, particularly those around the western MARTA stations and further west.

Potential Housing Demand

In order for people to be household owners, those in the market for new housing must qualify for a mortgage loan. To further derive the potential demand, it is necessary to assume that age, income, and household size are determinants of the mortgage loan approval. Specifically, it is assumed that prospective home buyers will be ages 25 – 64, earn annual incomes of $35,000 and higher and have a household with up to three persons. It is necessary to account for the portion of renter households that will shift to home ownership and the portion of demand coming from outside the market area. Note that while the demand coming from outside the market area is a conservative approximation, it difficult to predict these shocks and any new housing development or retail development is not factored into the estimation. Based on these factors, the estimated potential maximum annual demand for owner-occupied new housing is 569 units and 1,800 rental units. This does not translate into demand for new housing but rather accounts for the demand for both new and turnover in housing. Lastly, it is important to note that this is only the annual demand side of the existing inventory of housing units and does not assess the current or future supply of housing units or the quality of that supply. To that extent any excess demand for units will be addressed through the market with new apartments, housing, and renovations and rehabilitations.

The potential demand for new housing and rental units in the study area was estimated and outlined in figures 5-23 (owner) 5-24 (renter) below. Figure 5-25 shows the five-year projections and Figure 5-26 shows the 10-year projections. The main factors in estimating the potential demand for housing is new household growth and the turnover of housing in the real estate market. The average annual increase in population (using the Claritas estimates and projections) and the average annual increase in new households were used in deriving the estimate. Further, the estimated turnover in housing factors in the number of owner and renter occupied units that are projected to take place by 2009. The estimated potential maximum annual demand for owner-occupied housing is 569 units (11 new units and 558 turnover units) and 1,800 rental units. Again, this does not represent demand for new housing construction but rather accounts for the demand for both new construction and turnover in housing. In addition to this data, during the 2002 H.E. Holmes LCI Study, a market analysis for that project determined that the market around the H.E. Holmes MARTA Station (Florida Avenue west to Lynhurst) could absorb 732 for sale units and 2,446 rental units between 2002 and 2012.

Figure 5-23: New Household Demand

New Household Demand		Turnover	
Annual New Households	76	Average Annual Total Households	22,791
Owner Propensity	40.45%	Owner Propensity	39.50%
Number	31	Number	9,002
Age and Income Qualified	34%	Turnover Rate	12%
Number	10	Number	2,735
Household Size Qualified	82%	Age and Income Qualified	23%
Sub-Total	9	Number	629
		Household Size Qualified	74%
		Sub-Total	465
Adjustment for Owner Preference and Outside Demand			20%
Total Potential Market Demand			569

Data Source: Claritas

Figure 5-24: Rental Household Demand

Rental Household Demand		Turnover	
Annual New Households	76	Average Annual Total Households	22,791
Owner Propensity	59.55%	Owner Propensity	60.50%
Number	45	Number	13,789
Age and Income Qualified	22%	Turnover Rate	40%
Number	15	Number	9,116
Household Size Qualified	82%	Age and Income Qualified	23%
Sub-Total	13	Number	2,097
		Household Size Qualified	74%
		Sub-Total	1,552
Adjustment for Outside Demand			15%
Total Potential Market Demand			1,800

Data Source: Claritas

Figure 5-25: Five-Year Projection of New Household and Rental Demand

	5 Year Projection Without Growth		5 Year Projection with 3 Percent Annual Growth	
Year	New Household Demand	Rental Household Demand	New Household Demand	Rental Household Demand
Year 1	569	1,800	569	1,800
Year 2	569	1,800	586	1,854
Year 3	569	1,800	604	1,910
Year 4	569	1,800	622	1,967
Year 5	569	1,800	641	2,026
Total	**2,845**	**9,000**	**3,022**	**9,557**

Figure 5-26: New Household Demand MLK Study Area

	10 Year Projection Without Growth		10 Year Projection with 3 Percent Annual Growth	
Year	New Household Demand	Rental Household Demand	New Household Demand	Rental Household Demand
Year 1	569	1,800	569	1,800
Year 2	569	1,800	586	1,854
Year 3	569	1,800	604	1,910
Year 4	569	1,800	622	1,967
Year 5	569	1,800	641	2,026
Year 6	569	1,800	660	2,087
Year 7	569	1,800	680	2,150
Year 8	569	1,800	700	2,215
Year 9	569	1,800	721	2,281
Year 10	569	1,800	743	2,349
Total	**5,690**	**18,000**	**6,526**	**20,639**

Urban Design

Urban Design
The MLK Jr. Drive Corridor Transportation Study divided the corridor into three segments. The Urban Design themes differ for each segment. The text below provides a brief description of the major urban design themes for each segment.

Segment 1: There are some existing standard sidewalks but no streetscape, façade or edge enhancements. Some of the other urban design characteristics of this segment are:

- Ribbon/Strip Commercial and Retail
- Vacant Unkempt Lots
- Some Existing Sidewalks
- No Gateway/Streetscape Elements
- No Park or Public Spaces
- No Decorative Lights

Segment 2: There are some existing sidewalks and minimal signage but no streetscape enhancements. There are also a couple of neighborhood parks that provide amenities. Some of the other characteristics of this section are:

- Potential for Revitalization
- Some Signage
- Neighborhood Parks
- No Streetscape Elements
- No Decorative Lights
- Some Existing Sidewalks

Segment 3: This segment consists of a multitude of urban design uses that complement the dominant feature of the segment (the AU Center). This segment has some existing streetscape enhancements, signage and some minimal median enhancements. These existing streetscape enhancements, however, are part of another major factor of this segment, the Historic Westside Village development. This development consists of a mixed-use development/activity center along with pedestrian lights and some hardscape/pavers enhancements. Some of the other characteristics of this section are:

- Building Façade
- Defined Edge
- Minimal Signage/Wayfinding
- Wider Sidewalks
- Existing Streetscape Elements
- Gateway Potential
- Mid-Block Crossings

Historic Resources

The following summarizes the existing conditions for the historic properties and resources for the MLK Jr. Drive Corridor Transportation Study. Due to the prevalence of important and historical sites along the corridor, future improvements or redevelopment should be properly consider and support this feature.

Historical Properties/ Resources Review

The City of Atlanta Urban Design Commission staff conducted a survey of the corridor for the study. The survey identified historically significant buildings and sites. The findings are listed below and organized by the segments outlined earlier in the study text.

Segment 1 (Northside Drive to Lowery Boulevard)

- North side of MLK:
  - Vine City Residential and Commercial
- South side of MLK:
  - AU National Register District

Segment 2 (Lowery Boulevard to West Lake Avenue)

- North side of MLK:
  - Washington Park (1910s, 1920s and 1930s residential)
  - Hunter Hills (late 1920s, 1930s and 1940s residential – high style)
- Southside of MLK:
  - Mozley Park (1930s, 1940s and 1950s residential)

Segment 1C (West Lake Avenue to H.E. Holmes Drive)

- North side of MLK
  - 1-story mini commercial strips (1970s and 1980s)
  - Vacant lots
  - 2-story apartment complexes (1950s or 1960s)
- South side of MLK
  - Westview Cemetery
  - From Cemetery to Barfield is potential National Register District
  - Florida Heights Residential
  - From Barfield to Holmes (vacant lots, vacant buildings)

Segment 1B (H.E. Holmes Drive to Interstate 285)

- North side of MLK:
  - MARTA station
  - 2563 – Converted house to office (vacant?)
  - 2625 – Modified 2-story commercial building
  - Commercial strips (houses, pawn shows)
- South side of MLK:
  - 2724 – minimal traditional cottage
  - 2756 – heavily modified minimal traditional cottage converted to barber shop
  - Vacant lots, strip malls
  - Alfonso Dawson Mortuary, Inc (west of 2950), possibly built in the 1960s
  - 3206 –Dry Cleaners (1960s)
  - Large apartment complexes

Segment 1C (Interstate 285 to Fulton Industrial Boulevard)

- North side of MLK:

- Begin with 3361 and west includes 5 brick mini ranchers
- "Unity Hair Salon" next to 3445
- Oakcliff Road and Delmar Lane is a potential district
- Adamsville Water Works building (historic building)

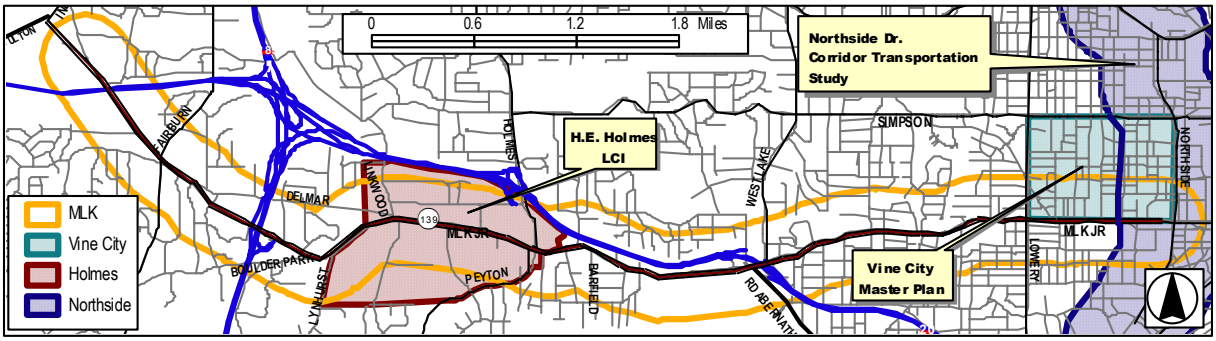
- South side of MLK:
  - 3400 and 3412 – brick bungalows left over from residential neighborhood
  - Apartment complexes
  - Vacant lots

Existing Plans and Studies

The city has produced a number of studies and plans for areas along the corridor during the last 5 years. The following is a short description of each and their impact on the MLK Jr. Drive Corridor Transportation Study. The MLK Jr. Drive Corridor Transportation Study did not seek to alter these previously approved plans, but instead planned with their recommendations in mind. The study area boundaries for the studies are shown in Figure 5-27. Also, the study team included these studies in the recommendations for this corridor study. These summaries are as follows:

- Northside Drive Corridor Transportation Study
- Vine City Master Plan
- H.E. Holmes LCI Study

Figure 5-27: Existing Plans and Studies



H. E. Holmes Livable Center Initiative Study
Study Dates – Adopted November 2002
Study Area - 0.8 sq miles that surrounds the HE Holmes MARTA station
Vision – To encourage large numbers of people living, working and playing within walking distance of a medium density mixed-use transportation node where a wider variety of goods, services and recreational facilities are available. Improved pedestrian circulation and sense of community should be achieved through integration of multi-use trails, parks and open spaces.

Goals –

- Encourage a diversity of medium to high-density mixed income housing options.
- Develop alternatives for underutilized or vacant properties.
- Provide for alternative travel modes to improve access.
- Increase employment, shopping, and recreation options.
- Conserve natural resources.
- Create community identity via creation of gateways.

Key Concepts –

- Define a neighborhood that balances the needs of pedestrians, bicycles, transit and drivers
- Create an interconnected street network
- Propose a mix of land uses
- Protect existing single family neighborhoods
- Encourage a diversity of new housing types
- Create intimate public squares

Plan Highlights –

- Organizational framework – small blocks and streets
- Open space framework – public spaces for all
- Bicycle facilities – make cycling safe and convenient
- Land Use Framework – from center to edge
- The Town Center – the Heart of the community
- Small Commercial Nodes – Convenience goods and services
- MLK Jr. Drive – Taming the arterial
- Traffic Calming – respecting the neighborhoods quality of life
- Residential Area – provide options, preserve the character

Northside Drive Corridor Transportation Study
Study Dates – Adopted September 2005
Study Area – 4.5-mile corridor, Interstate 20 to Interstate 75, mixed land uses, 18-signalized intersections
Goals – To link the ongoing LCI studies that include: City Center, Midtown, West End and Upper Westside. Also to identify strategies that will enhance transportation, land use and urban design conditions along the corridor.
Primary Purpose – Develop a long-term land use and transportation plan for corridor

- Land use components
- Multimodal transportation
- Urban design

Vine City Redevelopment Plan
Study Dates – Completed 1995
Study Area – Vine City Neighborhood

Goals –

- Create a balance between encouraging new development and maintaining the character and charm of the area.
- Strike a balance between raising a standard of living in the community and maintaining a level of affordability and opportunity for existing residents, businesses and institutions
- Implementation should keep the goals and objectives in the community. Empower the residents, business owners and community organizations.
- Implementation efforts should be targeted towards a specific area in order to maximize the impact of revitalization efforts, actions taken by community organizations, implementation agencies and the private sector.

Phasing (20 year plan, three phases) –

- Phase I – immediate 5-year plan
- Phase II – 5-15 year period; Focus on developing Single Family housing; Address public safety issues.
- Phase III – continue to build on past phases; Major Investment projects.

Process –

- Idealistic and prioritized implementation programs
- Target property acquisition
- Identify and pursue partnerships to carry out recommendations
- Establish implementation mechanisms
- Identify Funding Mechanisms
- Develop Action Plan